



Judy Rand

Rand & Associates LLC

Interpretive Planning

Content Development

Exhibit Writing & Editing

We make exhibits that people enjoy.

Original, affectionate, thoughtful, inspiring, often witty, and always well-crafted, our exhibits reach out to visitors, encouraging them to explore, engage, read and remember.

Our success springs from our love for the subject; our desire to understand your visitors and help you connect with them; and our drive to solve tough creative problems—all propelled by an efficient process that comes from more than 28 years of experience.

Our services include exhibit planning and development, project management and creative direction, editorial services and multimedia scripting.

Judy Rand: Profile

In her 12 years at the Monterey Bay Aquarium, Judy created and ran the Exhibit Research and Development Department, responsible for exhibit planning, development, label writing, and production. She and her team produced books, curriculum materials, programs and scripts.

Judy's work was key to the success of the original aquarium and *Open Waters* wing. She developed the aquarium's interpretive plan and set the interpretive style and formats for all exhibitions. As master developer, she launched a series of groundbreaking special exhibitions, each 8,000 to 10,000 square feet. *Mexico's Secret Sea* won the American Association of Museums Curators' Award.

In 1985, Judy founded Rand & Associates. As the label consultant for Chicago's **Field Museum of Natural History**, she set up a new approach to communicating with the museum's visitors, establishing museum-wide standards and style. She provided interpretive planning, writing, editing, and editorial project management for more than a dozen exhibitions, including *Gems, Sizes, Tiffany, Families at Work, Inside Ancient Egypt* and *Traveling the Pacific*.

Judy provides professional development workshops for individual museums and museum groups, and teaches exhibit planning at the University of Washington.

Dozens of museums have asked for her help with their exhibit plans, programs and interpretive label systems. From Chicago to Saskatchewan to Shanghai, each museum gets individual attention, because each has different audiences, different goals and different needs.

Judy's recent work includes:

Interpretive Master Plan	Desert Botanical Garden
Content Experience Master Plan	Pacific Science Center
Exhibit Development advisor	Penn Museum of Archaeology & Anthropology
Editorial Project manager	Museum of Westward Expansion
Text Team leader	<i>Changing California</i> galleries, Oakland Museum
Exhibits Editor, writer	MOHAI (Museum of History & Industry)
Exhibits Editor, writer	Bill & Melinda Gates Foundation Visitor Center
Exhibits Editor, writer	<i>Neighborhood Nature</i> , Brooklyn Children's Museum
Editor, Co-Developer	<i>Charlie & Kiwi's Evolutionary Adventure</i> , NY Hall of Science
Coach, Co-Developer	<i>Whales to Windmills</i> program, Monterey Bay Aquarium
Exhibits Editor	<i>World Brooklyn</i> , Brooklyn Children's Museum
	<i>Jellies; Amphibians</i> , John G. Shedd Aquarium
Concept Master Plan editor	Descanso Gardens

For 28 years, I've been working to bring people closer to nature, and closer to each other.

As an experienced **interpretive exhibit planner** with a national reputation for excellence, I help museums focus their ideas, understand their audiences, identify their best stories, develop a storyline, find an engaging voice, tone and style; organize content effectively, write readable, relevant, accurate labels, and work with designers to create engaging experiences.

I know how to:

- plan experiences and script exhibitions that resonate with visitors
- unify and clarify a museum's voice, vision and communications
- translate your staff's passion and knowledge into compelling visitor experiences
- accommodate different visitors' needs, interests and learning styles
- develop experiences and write interpretive labels that are physically, intellectually, emotionally, socially and culturally accessible
- establish high standards, and maintain quality control
- set up a thoughtful, thorough, inclusive and effective work process

I've worked on **more than 90 exhibitions** across the country in the past 28 years. Seven-time winner of the AAM Curators' Committee Citation for Excellence, I've been cited for **award-winning work** on exhibitions I developed (*Mexico's Secret Sea*), scripted (*True Northwest*; Museum of Woodbine Heritage), edited (*Animal Eyes*) and coached exhibit staff on (*Amazon Rising*; *Polar Play Zone*; *Dinosphere*). My colleagues see me as a leader in the field.

Recent projects include

- Interpretive Master Plan: **Desert Botanical Garden**
- Content & Experience Master Plan: **Pacific Science Center**
- Leading interpretive exhibit writing and editing: **MOHAI permanent galleries**
- Leading interpretive exhibit writing and editing: **Oakland Museum natural sciences gallery**
- Leading all interpretive exhibit planning, writing and editing: **Monterey Bay Aquarium**
- Interpretive Exhibits Editor, writer: **Bill & Melinda Gates Foundation Visitor Center**
- Interpretive Exhibits Editor, writer: **National Constitution Center**
- Interpretive Exhibits Editor, writer: **Museum of Westward Expansion**
- Coach, co-developer: ***Whales to Windmills: Inventions Inspired by Nature***
- Interpretive text writing/editing: ***Charlie & Kiwi's Evolutionary Adventure*** book + exhibition
- Interpretive text writing/editing: ***Leonardo da Vinci*** guide + exhibition
- Interpretive text editing: **Old Slave Mart Museum**
- Interpretive text editing: **African Burial Ground Visitor Center**
- Interpretive text writing/editing: ***Neighborhood Nature***, Brooklyn Children's Museum
- Interpretive text editing: ***World Brooklyn***, Brooklyn Children's Museum
- Interpretive labels: ***Northwest Passage***, Experience Music Project
- Interpretive labels: **Discover Philadelphia** trail waysides
- Interpretive labels: **Philadelphia's Fairmount Park *Forbidden Drive*** waysides
- Interpretive planning, writing and editing consultant: **Field Museum of Natural History**

I work with all kinds of museums, from East to West.

Natural history, science and nature

Monterey Bay Aquarium
Oakland Museum of California
New York Hall of Science
California Science Center
Field Museum of Natural History
New Mexico Museum of Natural History
San Diego Museum of Natural History
Fort Worth Museum of Science and History
Santa Barbara Sea Center
Punta Culebra Marine Discovery Center
Grand Canyon *Trail of Time*
Space Science Institute
Pacific Science Center
Philadelphia Zoo
Wissahickon Valley Park
Golden Gate National Parks Conservancy

Desert Botanical Garden
The Bishop Museum
The Witte Museum
Museum of Science, Boston
'Imiloa Astronomy Center of Hawai'i
Alaska Sea Life Center
John G. Shedd Aquarium
Panama Museum of Biodiversity
Red Rock Canyon Conservation Area
Seymour Marine Discovery Center
Houma Wetlands Discovery Center
National Park Service
Shanghai Science Land
RiverKeepers Network
Weedon Island Preserve
Nature Research Center

Traveling exhibitions

Bats: Masters of the Night
EarthQuest: Race to Save the Planet
Electric Space: Bolts, Jolts and Volts from the Sun

Backyard Monsters: A Bug's World
Animal Eyes
Charlie & Kiwi's Evolutionary Adventure

Youth and family museums

Brooklyn Children's Museum
Elizabeth Morse Genius Children's Garden

Children's Museum of Indianapolis
Camden Children's Garden

History, culture and arts

National Constitution Center
Altoona Railroaders' Museum
Benjamin Franklin Parkway
Museum of Woodbine Heritage
Old Slave Mart Museum
MOHAI (Museum of History & Industry)
Japanese American National Museum
Penn Museum of Archaeology & Anthropology

The Bill & Melinda Gates Foundation
Old Christ Church Preservation Trust
Foundation for Architecture
African Burial Ground Visitors' Center
National Museum of the American Indian
Experience Music Project
Museum of Westward Expansion
National Museum of American History

I work with design firms that work for museums.

Academy Studios, Alusiv, Andrew Merriell & Associates, BIOS: Inc, Bruce Mau Design, BCRA Architects, dommertphillips, Hilferty & Associates, James Peterson Designs, Kraemer Design + Production, Pacific Studio, The Portico Group, WEATHERHEAD Design Group

I've been developing and writing exhibitions for 28 years.

Monterey Bay Aquarium

Master Exhibit Developer/Senior Editor

Judy Rand established the aquarium's first Exhibit Research and Development Department: 10 writers and developers, including writer Michael Rigsby, who continues to work with Rand & Associates. We planned and developed all exhibitions; researched, wrote, edited and produced all labels, exhibit and AV scripts, natural history books, exhibit materials and public programs.

Rand's work includes the original 75,000 sq. ft. three-story aquarium and 60,000 sq. ft. *Open Waters*. She developed the institution's interpretive plan; set the editorial style and label system, and developed a series of special exhibitions, each 7,700 sq. ft. or more:

Whalefest

Five interrelated theme exhibits covered more than 10,000 sq. ft. *Whalefest* featured interactive devices, touchable models, labels and programs. Each visitor got a Whale Trail Guide with riddles to answer at five stamper stations throughout the aquarium.

Mexico's Secret Sea

This exhibition blended walkthrough historical sets, themed interpretive graphics and environmental videos with living plants and animals. Visitors carried a colorful Dive Card to identify the reef fishes. *Mexico's Secret Sea* won the 1989 **AAM Curators' Award**.

Living Treasures of the Pacific

Visitors followed the clues on a Treasure Map to answer riddles about sea life. Families enjoyed the interactives; large treasure chests, magnifiers and involving interpretive labels.

Sharks: Magnificent and Misunderstood

Sharks featured an innovative combination of video, animals, labels, artifacts and interactives. The show aimed to correct misconceptions, and succeeded: evaluation showed nearly 90% of the visitors understood the main message and underlying conservation theme.

Planet of the Jellies

This exhibition, the first ever to showcase live jellyfish, used a "travel" theme to introduce visitors to the lifestyles of the soft and gelatinous. People enjoyed the immersive walkthrough sets with giant 3D jellies, labels in the form of travel guides, and a video theater: 83% of visitors rated it "excellent."

Mating Games

An interactive exhibition for families, *Mating Games* continued the philosophy of providing different experiences for different learning styles. Big climb-in turtle eggs, a docent-staffed "Egg Lab," a mating-call listening game, a blue-footed booby dance floor and a comment board encouraged everyone to participate.

The Field Museum of Natural History

Chicago, IL

Working as consultant to the Field Museum for seven years as part of Mike Spock's modernization, Judy Rand set up a new voice, tone and style for the interpretive labels, establishing museum-wide standards. She created labels for **13 major permanent exhibitions**, including: *Families at Work*, *Traveling the Pacific*, *Inside Ancient Egypt*, *Gems and Minerals*, *Sizes*, *Tiffany* and *Into the Wild*.

I help visitors explore the past and present...

Museum of Western Expansion

St Louis, MO

As editorial project manager for Word-Burning Stove, Judy Rand organizes and edits the four-writer text team creating story panels for the new museum under the landmark Gateway Arch.

Museum of History and Industry (MOHAI)

Seattle, WA

Rand led the six-writer R&A team responsible for outlining, scripting, writing and editing the interpretive labels for *True Northwest: The Seattle Journey*. The 20-gallery inaugural exhibition in the new, reinvented MOHAI won a 2013 AASLH Award of Merit.

National Constitution Center

Philadelphia, PA

Judy Rand led the six-writer R&A team responsible for outlining, scripting, writing and editing the interpretive labels for *We, the People*, the inaugural exhibitions in a new kind of museum, focused on the 200-year history of the United States Constitution.

Museum of Woodbine Heritage

Woodbine, NJ

Rand led the R&A team that scripted the interpretive labels for this historic site, a former synagogue. The museum tells the story of the Russian Jewish immigrants who founded this NJ town in the 1880s.

Old Slave Mart Museum

Charleston, SC

Working with writer Toni Wynn, Rand edited the interpretive labels for this historic site, the only building still standing in South Carolina known to have been used as a slave auction gallery.

African Burial Ground Visitor Center

New York, NY

Teaming again with Toni Wynn, Rand edited the interpretive labels written for this new visitor center.

World Brooklyn

Brooklyn, NY

Brooklyn Children's Museum developer/writer Liza Reich Rawson asked Rand to edit the interpretive labels for a lively permanent exhibition on the people, places and cultures of Brooklyn.

...And think about the future.

Whales to Windmills: Inventions Inspired by the Sea

Monterey, CA

As team coach, Judy Rand helped the Monterey Bay Aquarium's Programs division conceive, plan and implement a NOAA-funded program on climate change. The live-presenter, multimedia program *Whales to Windmills*, which runs four times daily, uses biomimicry stories to engage families, showing how whales, sharks, kelp and other marine organisms inspire inventors to design energy-efficient, carbon-neutral windmills, cars and systems that work to slow down climate change. *Whales to Windmills* won the 2011 award for Best Cultural Media Installation at the Jackson Hole Wildlife Film Festival.

Bill & Melinda Gates Foundation Visitor Center

Seattle, WA

The world's largest philanthropic organization, the Gates Foundation tackles big problems: poverty, global health, and education. Their new Seattle campus includes an 11,000 sq ft visitor center designed to share the foundation's work and mission: to help people around the world live healthy, productive lives. Rand served as Exhibits Editor for the inhouse team creating the center in 2012—and continues to work with the Center as they refresh and renew their exhibitions.

I like to help museums connect with their visitors.

Desert Botanical Garden

Phoenix, AZ

Teaming with Jeff Hayward of People, Places and Design Research, Judy is working with the Desert Botanical Garden to create their first-ever Interpretive Master Plan: a two-year, audience-research-driven creative project to unify and link the Garden's interpretive messages, media and experiences for visitors across the 140 acres of gardens, trails, exhibits and programs.

Pacific Science Center

Seattle, WA

Rand was lead content developer for The Museum Group consulting team creating PSC's new Content and Experience Master Plan, a two-year planning project to guide the next 15 years of decisions.

San Diego Natural History Museum

San Diego, CA

Rand helped launch master planning by facilitating planning meetings for *Fossil Mysteries*, an \$8 million exhibition. In 2007, the museum asked Rand to serve as an advisor for exhibitions on research and biodiversity.

North Carolina Museum of Natural Sciences

Raleigh, NC

Working with Eileen Campbell, Rand developed interpretive goals, an audience profile and label system for a new 80,000 sq. ft. wing, opened in 2012. Nature Research Center spotlights the work of research scientists, connecting visitors to research that affects their daily lives.

California ScienCenter

Los Angeles, CA

California ScienCenter asked Rand & Associates to serve as label system consultant and editor/writers for a major expansion. We wrote and edited labels for *World of Life* (a 20,000 sq. ft. exhibition on biology), editing the labels for *Creative World* (an 18,000 sq. ft. exhibition on the built environment). Bonnie Wallace was CSC's *Creative World* content developer and writer.

BBH Exhibits, Inc.

North America

We scripted three major interactive traveling exhibitions, each budgeted at more than \$1.5 million: *Backyard Monsters: The World of Bugs*; the popular *Bats, Masters of the Night* and *EarthQuest*, a hands-on kids' exhibition on conservation.

Seymour Marine Discovery Center

Santa Cruz, CA

Associate Eileen Campbell, working with writer Wallace and editor Rand, wrote the interpretive plan and visitor-friendly labels for a new Discovery Center, focused on the real-life work of UCSC marine scientists like Dr. Burney LeBoeuf and Dr. Mary Silver.

Philadelphia Zoological Garden

Philadelphia, PA

R&A provided the interpretive plan and label system for *PECO Primate Reserve*, a \$25 million facility featuring the real-life stories of conservation activists. *Primate Reserve* won the Pennsylvania Federation of Museums' Award of Merit.

The Smithsonian Institution

Washington, DC

After helping the National Museum of Natural History establish a new direction for labels at the Smithsonian Insect Zoo, Rand served as advisor for the websites *Ocean Planet* and *Revealing Things*. In 2007 she was asked to provide advanced training for writers at the National Museum of Natural History, National Zoo and Air and Space Museum.

Want to know more?

I love working with multidisciplinary themes and teams.

John G. Shedd Aquarium

Chicago, IL

The Shedd asked Judy Rand to guide four staff writer/developers as they developed content and interpretive labels for two new wings: *Amazon Rising* and *Wild Reef*. *Amazon Rising*, the first Shedd exhibit to include stories of human impact and indigenous peoples, won the AAM award for excellence. Rand continues to work with the Shedd as text editor as they develop major new exhibitions like *Pacific Northwest*, *Polar Play Zone*, *Jellies* and *Amphibians Alive!*

Museum of Science

Boston, MA

Collaborating with staff exhibit developer Ed Rodley, Rand & Associates wrote and edited interpretive labels and scripts for the multidisciplinary *Leonardo da Vinci: Scientist, Artist, Inventor*, a \$1.9 million special exhibition featuring art, artifacts, working models, object theater, skits, an audio tour and hands-on interactives.

Brookfield Zoo

Brookfield, IL

Brookfield asked Rand to critique and improve their schematic design for *Quest to Save the Earth*, experimenting with ways to make visitors aware of their impact on the environment.

The Witte Museum of Natural History

San Antonio, TX

Rand wrote and edited the labels for a special exhibition on animals' sensory systems. *Animal Super Senses*, full of interactives, was one of the Witte's most popular shows.

Fairmount Park Forbidden Drive

Philadelphia, PA

Design firm dommertphillips hired R&A to write wayside graphics on the geology, ecology and history of Forbidden Drive, a trail located in the country's largest urban park. Rand and Rigsby have also written interpretive waysides for Philadelphia's Center City District on cultural sites along the tree-lined Benjamin Franklin Parkway, from City Hall to the Museum of Art.

Morris Arboretum Riparian Restoration

Philadelphia, PA

Rand and Rigsby wrote a series of interpretive waysides for a streamside demonstration project designed by dommertphillips. The graphics interpret good gardening practices, floodplain management and stream bank reconstruction.

Museum of Vision: *Animal Eyes*

San Francisco, CA

Rand edited Katherine Whitney's interpretive labels and Family Guide for *Animal Eyes*, an award-winning interactive exhibit for families and kids currently traveling around the country.

The Bishop Museum

Honolulu, HI

Rand edited and wrote labels for *X-Treme Science! Exploring Oceans, Volcanoes and Outer Space*, a 17,000-sf exhibition on Hawai'i scientists who do cutting-edge research in extreme environments like the deep sea. In 2006, the museum invited her to train staff writers.

Puente de Vida Bridge of Life Museum of Biodiversity

Panama City, Panama

The new 45,000-sf museum, designed by Frank Gehry, will focus on Panama's ecosystems and natural history and geology. After leading an Interpretive Planning Workshop to help scientists and designers clarify and articulate the ideas they want to share with visitors, Rand & Associates produced an Interpretive Framework to guide their work.

Want to know more?

I write about everything from microbes to dinosaurs!

New York Hall of Science

Corona, NY

R&A wrote and edited the interpretive labels for NY Hall of Science's permanent gallery, *The Search for Life Beyond Earth*, a hands-on exhibition about scientists studying microbial life in extreme environments like the Atacama Desert.

'Imiloa Astronomy Center of Hawai'i

Hilo, HI

Located in Hilo on the Big Island, the 'Imiloa Center tells dual stories of the Maunakea volcano, with its world-famous astronomy and rich Hawai'ian cultural traditions. Rand and Campbell edited labels for the inhouse team working on exhibitions about Hawai'ian culture, history and science.

Elizabeth Morse Genius Children's Garden

Chicago, IL

Rand created the interpretive label system for a playful new Children's Garden at Garfield Park Conservatory, writing family-friendly labels to show kids that "Plants are alive!"

Oregon Museum of Science and Industry

Portland, OR

Rand wrote and edited labels for an exhibition on technology for people with disabilities. *Breaking Down Barriers*, built as a four-room house with fire flashers, Braille cookbooks, computer interface switches and the like, gave visitors a chance to try these devices—and think about barriers in everyday life.

Space Science Institute

Traveling

Rand, Campbell and Wallace wrote the interpretive labels for *Electric Space: Bolts, Jolts and Volts from the Sun*, a 4,000-sf ASTC exhibition about the sun and the polar aurora.

Charlie & Kiwi's Evolutionary Adventure

Corona, NY

Rand and Campbell were the script developers and writers for an NSF-funded traveling exhibition on the dinosaur-bird link and natural selection. The project applies original research findings to help children understand evolution. Evaluation shows our script succeeds in engaging families. In 2010, Rand and Campbell turned Charlie's adventures into a children's book published by Simon & Schuster.

New Mexico Museum of Natural History and Science

Albuquerque, NM

Rand wrote prototype labels for *STARTUP: Albuquerque and the Personal Computer Revolution*, the first museum gallery devoted to the microcomputer, the machine that changed the way we live, work and play.

Brooklyn Children's Museum *Neighborhood Nature*

Brooklyn, NY

R&A wrote the interpretive labels for the exhibition "Neighborhood Nature," designed to inspire city kids to care about the nature in their backyards and the city's parks, ponds, wetlands and other habitats.

Children's Museum of Indianapolis: *Dinosphere*

Indianapolis, IN

Rand served as interpretive label coach and editor, training developer Cathy Donnelly as she developed content, experiences and text for *Dinosphere*, a \$25 million open-diorama and multimedia exhibition.

Want to know more?

Publications

'I wish somebody had told me.....' Museum STORYslam, 2014 AAM conference
'Write and Design with the Family in Mind,' in the book *Connecting Kids to History with Museum Exhibitions*, Left Coast Press, 2010
Adventures in Label Land, IMLS Family Learning Idea Incubator speaker, Boston, 2010
Less is More and More is Less: Editing as Exhibit Development, 2010 AAM conference
A Way with Words, Association for Heritage Interpretation Journal, UK, Spring 2010
What Makes an Exhibition Memorable? Talking about RACE, 2008 AAM conference
Scientists and Visitors: Do We Speak the Same Language? 2008 AAM conference
Where Did the Time Go? Time Management for Teams, 2006 ASTC conference
Exhibitions That Changed My Life: Old Town, 2006 AAM conference
'Beyond Interactivity,' in the book *Are We There Yet?* Exploratorium, 2004
Set the Mood, Show Me the Way, Tell Me A Story:
 The Important Work of Graphic Design, 2004 AAM conference
Hot Tips for New Exhibit Developers, 2004 AAM conference
Finding Your Voice, 2004 AAM conference
Mission, Message and Visitors, coauthor w/J. S. Ramberg, J. Tomulonis, *Curator*, 45(4): 2003
Future Trends, 2002 AAM conference
How to Get What You Need From Your Exhibit Design Team, 2001 ACM conference
The 227-Mile Museum, *Curator*, 44(1): 2001
Seeing Out Loud: How Visitors Think About Art and Objects, 2000 VSA conference
The 227-Mile Museum, or Why We Need a Visitors' Bill of Rights, 1996 VSA Keynote
Critiquing Museum Exhibitions: Academy of Sciences, 1995 AAM conference
Building on Your Ideas, in the book *Museum Visitor Studies in the '90s*.
 Sandra Bicknell, ed. London: Science Museum, 1993
The Rise and Demise of Sharks, 1991 AAM Annual Conference
Anemones: A Love Story, presentation at the Metropolitan Museum of Art, 1990
The Writing on the Wall, 1989 AAM Annual Conference
Label Babble, 1987 New England Museum Association conference
Fish Stories That Hook Readers, 1985 AZA conference

Honors

AAM Curators' Citation for Excellence in Label Writing & Editing
2013, 2012, 2011, 2010, 2003, 2002, 2001
2013 **AASLH Award of Merit**, *True Northwest: Seattle Journey* (exhibit text team lead)
2011 **Best Media Installation**, Jackson Hole Wildlife Film Festival (coach, co-developer)
2004 Indianapolis **Arts Council Award**: *Dinosphere* (exhibit developer coach, editor)
2001 **AAM Curators Award**: *Amazon Rising* (exhibit developer coach)
Pennsylvania Federation of Museums **Award of Merit**: *Primate Reserve*
1998 **AAM Curators Award for Excellence** in Exhibition: *Mexico's Secret Sea*

Advisory Committees

Advisor, **Balboa Park Learning Institute**, Balboa Park Cultural Partnership
Advisor, USS Constitution Museum, **Family Learning Across the Nation** project
Advisor, The Exploratorium, **Active Prolonged Engagement** project
Advisor, Indianapolis Children's Museum, **Family Learning** project
Advisor, American Museum of Natural History **Biodiversity Committee**
Advisor, Smithsonian Museum of Natural History **Ocean Planet**

Professional Activities

"Museum Week Northwest" Organizing Committee, 2013-2015
Public Programs Committee, 2014 American Association of Museums conference
2012 IMLS 21st Century Museum Professionals Presenter,
Idea Incubator *Family Learning Across the Nation* workshops
Co-author, *Charlie & Kiwi's Evolutionary Adventure*, Simon & Schuster, 2011
Chapter author, **"Write and Design with the Family in Mind,"** in the 2010
Left Coast Press book *Connecting Kids to History with Museum Exhibition*
Advisor, Indianapolis Children's Museum, **Family Learning** project
Advisor, Exploratorium, NSF *Active Prolonged Engagement* project
Adjunct faculty, **"Planning for People in Exhibitions"** **University of Washington**
Teach exhibit planning to graduate students, UW Museology Masters Degree Program

Professional Affiliations

American Association of Museums (AAM)
American Association for State and Local History (AASLH)
National Association for Museum Exhibition (NAME)
American Public Gardens Association (APGA)
Visitor Studies Association (VSA)
Western Museums Association (WMA)
Member, The Museum Group

Want to know more?

Professional References

Mr. Don Hughes

Senior Vice President, Exhibitions
Monterey Bay Aquarium
886 Cannery Row
Monterey, CA 93940
831.648.4979

DHughes@mbayaq.org

Mr. Leonard Garfield

CEO, MOHAI
Museum of History & Industry
2700 24th Avenue East
Seattle WA 98112-2099

leonard.garfield@seattlehistory.org

Mr. Ed Rodley

Associate Director of Integrated Media
Peabody Essex Museum
161 Essex Street
Salem, MA 01970
617.869.2676

erodley@gmail.com

Dr. Sheila Grinell

4112 East Sunnyside Drive
Phoenix, AZ 85028
602.953.1353

sheilagrinell@cox.net

Ms. Eileen Campbell

Senior Science Writer
Exploratorium
San Francisco CA 94111
415.528.4561

ecampbell@exploratorium.edu

Dr. Jeff Hayward

People, Places and Design Research
65 North Street
Northampton, MA 01060
413.586.9003

jeffhayward@ppdresearch.com

***Want to know more?
Just write me, or call.***

Judy Rand
206.285.4450
judy.rand@mac.com